



**“47 Ways to Market Your Property”**

**by Dennis Henson**



# **5 M's of Real Estate Investing**

1. Mining
2. Money
3. Maintenance
4. **Marketing**
5. Management



## **Try these marketing tips until the home:**

- Sells**
- Rents**
- Leases**
- Or you have to move in**



# First Impression is Critical

## 1. Put signs in yard

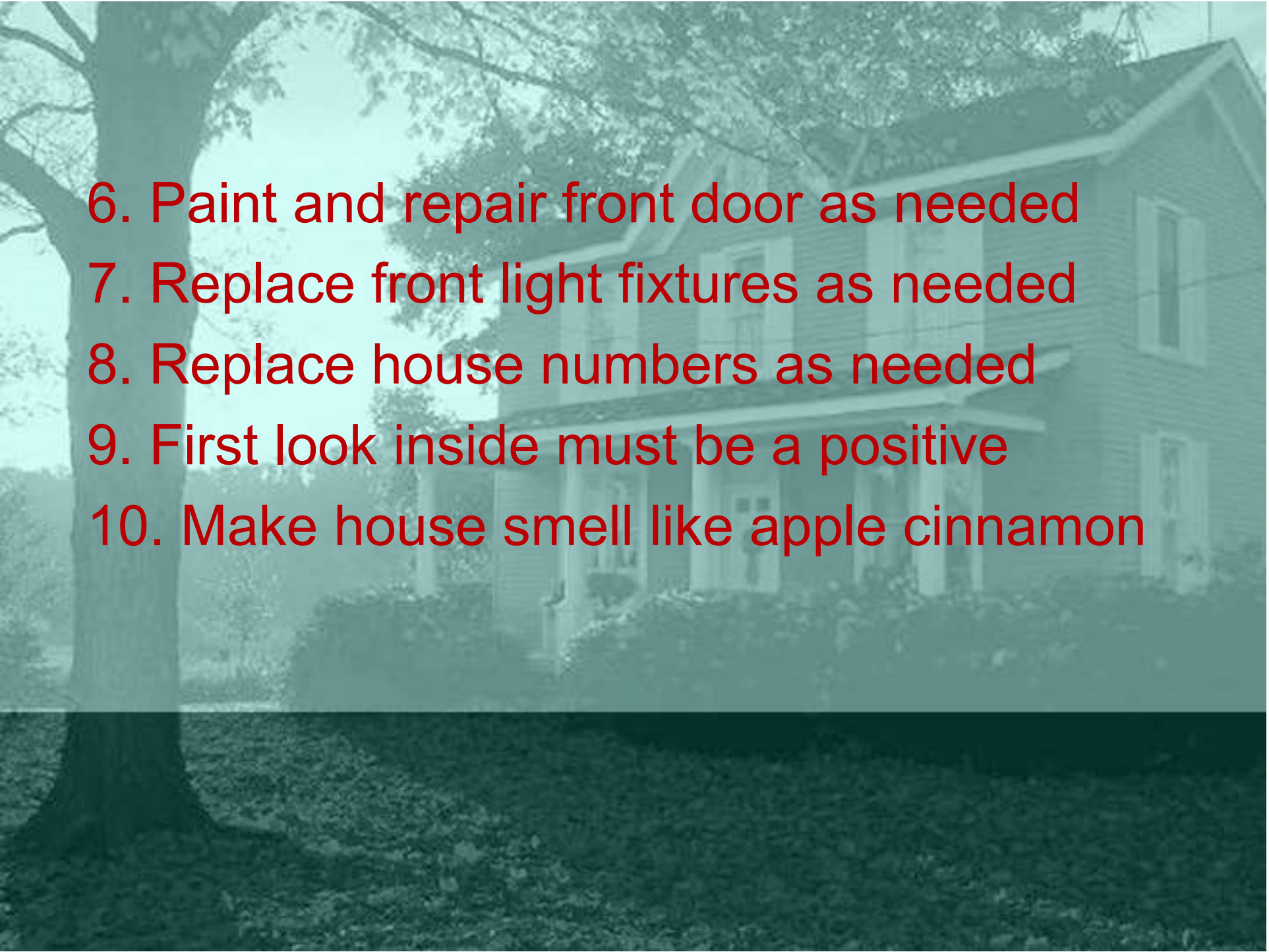
- For Sale
- Flexible Seller
- Rent to Own
- “0” down
- make sure phone numbers are readable

## 2. See that landscaping looks great

## 3. Check out & fix mail box if needed

## 4. Clean driveway if needed

## 5. Plant colorful flowers and add mulch

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6. Paint and repair front door as needed
  7. Replace front light fixtures as needed
  8. Replace house numbers as needed
  9. First look inside must be a positive
  10. Make house smell like apple cinnamon

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11. Soft music playing is good idea
  12. Keep the inside of house looking bright
  13. Make sure house is very clean  
Especially kitchen and bathrooms
  14. Put lock box on door for showing
  15. Take good pictures inside and out



16. Put tube on main sign with flyers

17. Check tube every few days

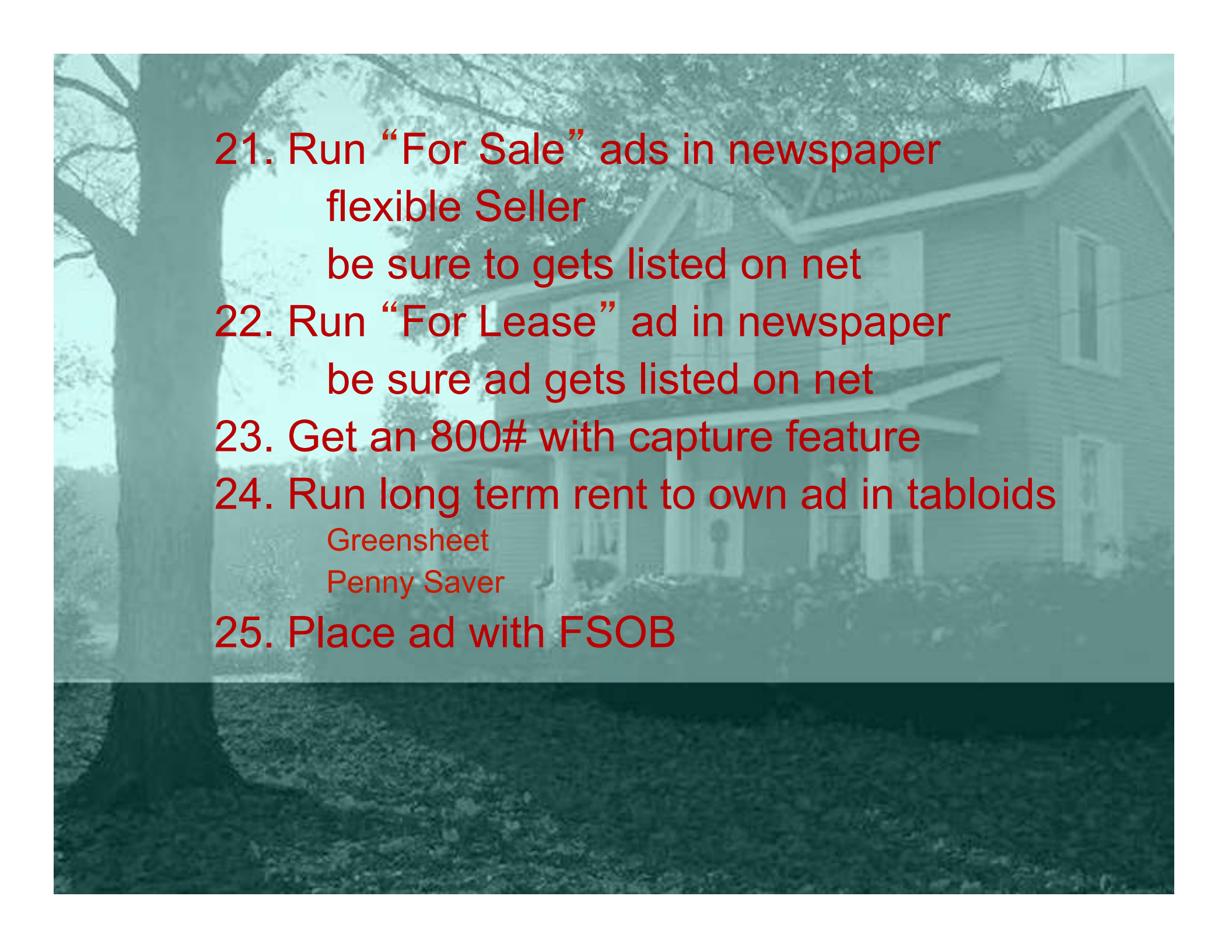
Keep filled with fresh new colored flyers

18. Place directional signs from main streets

19. Replace directional signs

As needed every few days

20. List for sale & lease on MLS with pictures



21. Run “For Sale” ads in newspaper  
flexible Seller

be sure to gets listed on net

22. Run “For Lease” ad in newspaper  
be sure ad gets listed on net

23. Get an 800# with capture feature

24. Run long term rent to own ad in tabloids

Greensheet

Penny Saver

25. Place ad with FSOB





26 As calls come in keep good notes

For this and future sales

27. Trade leads with others home sellers

28. Post ads on free real estate listing sites

29. Post house on real estate asso. sites

30. Visit neighbors and talk it up

Offer finders fee



31. Blanket the neighborhood with flyers

Finders fee

32. Have open house every other week

Each better than the last

33. Promote open houses

with ads

directional signs

and big balloons

34. Have a lunch at home for realtors

35. Realtor flyers=free lunch \$ door prizes



36. Make friends at 5 realty companies

Tell about house

Ask for new leads

37. Gather business agents e-mail addresses

38. Send e-mails to realtors & brokers

If you show it-it will sell

39. Follow up e-mails to agents with a call

40. Offer brokers a bonus if offer arrives by...



41. Set up your own web site

42. Do a color flyer

with pictures

terms

discount coupon

web address & contact info

43. Print up a finders fee dollar

pass out in area

put in mailings

44. Set up 800# with 24hr recorded message

45. List house on eBay



46. Use a mailing service to mail out

Letters

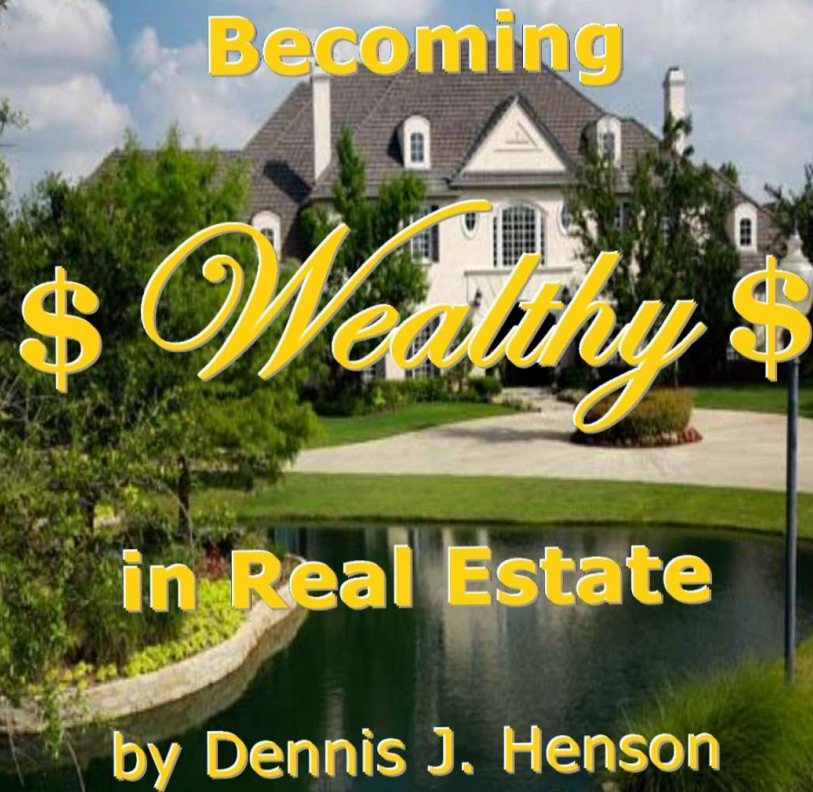
Flyers

Finders fee dollars

47. Advertise in LA Times

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- **Holding costs can damage your business**
  - **Do a few marketing items each day**
  - **Your bank account will reflect your efforts**

Becoming *Wealthy* in Real Estate by Dennis J. Henson



**Becoming**  
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